

BENJAMIN PRICKEL



Objective

I am searching for a challenging position that allows me to utilize my creative and artistic talents in conjunction with my business skills and experience.

Qualifications

I have held a myriad of job titles throughout my career. I could list them all here, but that wouldn't really tell you why I am qualified now would it? What you need to know is that I am the creative one. I am the idea man. I don't think outside of the box because my thoughts were never in the box to begin with. I went to a liberal arts college. I can think for myself and solve problems. I was trained in fine arts, and I have brought these abilities to the corporate marketing world for the last nine years (see the second page for my full work history).

Awards

I brought home three awards at the 2009 AAF-NCI ADDY® Awards. I received a Silver ADDY® in the Print category, a Gold ADDY® in the Print category, and Best of Show in the Print category (it was a good night). I brought home one award at the 2011 AAF-NCI ADDY® Awards. I received a Silver ADDY® in the Print category. At the 2012 AAF-NCI ADDY® Awards I was awarded with the Rising Star Award, and also picked up another Silver ADDY® Award in in the Print category.

Involvement

I have become very active in the Lafayette community in the past few years. I have been a member of the American Advertising Federation – North Central Indiana since 2002, and joined the Board of Directors as the Communications Co-Director in 2010. I have also been on the Board of Directors at Tippecanoe County Child Care since 2009, and I am currently serving as the Communications Committee Chair.

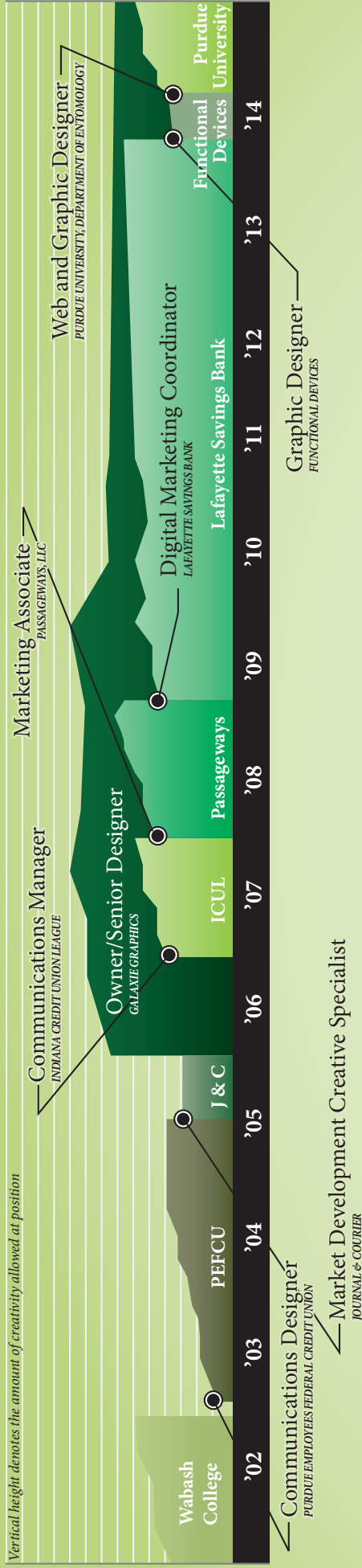
Education

I am a 2002 graduate of Wabash College in Crawfordsville, Indiana (yes, it is an all male college... yes, I enjoyed college despite this fact). I graduated with a 3.15 GPA and a B.A. Fine Arts. I was an Art Major, a Psychology Minor, and I also had a Business Area of Concentration. I played football at Wabash my first two years, and baseball all four years. I was a 4-year letter winner on the baseball team, and captain as a senior. I was a National Student-Athlete Award winner and was chosen as a panel speaker, representing the students at Art Bash 2000.

Computers

I am just as comfortable on a PC as I am a Mac (although I do have a soft-spot for that gorgeous apple logo). The Adobe Creative Suite are my best friends. We go way back. I even knew most of them before they joined forces to become the CS. I also know Quark, but don't tell InDesign that (those two have never gotten along). I can't speak any foreign languages, but I can write HTML and PHP.

*I know some folks who I hope will speak highly of me.
If you want to hear what they have to say, let me know. I'll give you their contact information.*



WEB AND GRAPHIC DESIGNER - Purdue University, Department of Entomology
Managing daily operations, strategic planning. Use of Adobe Illustrator, Adobe Photoshop, InDesign, Flash for production of in-house signage, print ads, and web graphics. Webmaster for all Entomology related websites.

GRAPHIC DESIGNER - Functional Devices
Reporting directly to the Vice President, Director of Marketing and assisting with daily operations, strategic planning and budgeting. Use of Adobe Illustrator, Adobe Photoshop, InDesign, Flash for production of in-house signage, print ads, and web graphics.

DIGITAL MARKETING COORDINATOR - Lafayette Savings Bank
Reporting directly to the Vice President, Director of Marketing and assisting with daily operations, strategic planning and budgeting. Management of all social media channels. Webmaster of www.lsbank.com. Use of Adobe Illustrator, Adobe Photoshop, InDesign, Flash, and Dreamweaver for production of in-house signage, print ads, and web graphics. Administration of the customer MCIF database.

MARKETING ASSOCIATE - Passageways, LLC
Reporting directly to the Vice President of Sales and Implementation in charge of daily operations of the Marketing department. Production of marketing materials including brochures, emails, Web-based information, promotional items for trade shows and general use materials. Editor of the Passageways monthly eNewsletter. Planning and administration of the Passageways annual users conference. Work closely with the Passageways PR firm to deliver press releases, case studies and other PR activities. Oversee search engine optimization and search engine marketing activities with third party vendor. Webmaster for www.passageways.com. Administration of the trade show schedule and travel schedule. Support community relations programs, management other public relations and marketing projects.

COMMUNICATIONS MANAGER - Indiana Credit Union League
Directly assisting the Vice President of Communications with daily operations of the Communications department. Production of communications materials including publications, directories, Web-based information, promotional items for League services and general use materials. Support community relations programs, management other public relations and member marketing projects, and provide occasional marketing support for Servicecorp products.

OWNER/SENIOR DESIGNER - Galaxie Graphics
Sole Proprietorship graphic/web design company with multiple website and graphic design clients.

MARKET DEVELOPMENT CREATIVE SPECIALIST - The Journal and Courier
Directly assisting the Marketing Director with daily operations and strategic planning. Coordination and production of the annual Scripps-Howard Spelling Bee. Use of Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Multi-Ad Creator for production of newspaper ads, sales flyers, and other in-house productions.

COMMUNICATIONS DESIGNER - Purdue Employees Federal Credit Union
Directly assisting the Marketing Manager with daily operations, strategic planning and some aspects of budgeting. Use of Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Macromedia Flash for production of in-house signage, newspaper ads, and web graphics. Administration of website, ATM screen ads, and closed circuit television system. Administration of third party e-mail system for mass member e-mails as well as the production of those e-mails. Assisted in the preparation for, and presentation of the annual meeting.